

NOVEL FLOATS FEATURE OF 1911 CONEY CARNIVAL

Each Will Carry Load of Singers to Carol Along Line of Parade.

MANY NEARLY FINISHED.

Other Arrangements for Great Pageant—The Contest for King's Crown.

Official Candidates for King of Coming Carnival at Coney

Candidates must be nominated to the Nominating Committee, Charles Schiffman, Sec'y, 100 E. 12th St., Coney Island, in writing and accepted as candidates by the Nominating Committee of the association. No others will be recognized by The Evening World.

Conrad Stuber, 112 Schenck St., P. M. Editor, Lodge, P. and A. M.

Ante, 100 E. 12th St., P. M. Editor, Lodge, P. and A. M.

James H. Curtis, 1402 E. 12th St., P. M. Editor, Lodge, P. and A. M.

John J. Coran, 100 E. 12th St., P. M. Editor, Lodge, P. and A. M.

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The scheme of the "Carnival of Flower and Song" affords a splendid chance for artistic elaboration by the float designers, and the results as shown by the floats as they are nearing completion indicates that the street show at the coming Coney Island Mardi Gras, Sept. 11 to 15, will far excel all former pageants presented by the business men of the island to their summer patrons.

Each float will have a band of sweet voiced singers, who will sing, while a brass band preceding each float will alternate by playing some popular air suited to the arrangement and design of the float and its groupings of pretty girls and its drapery of flowers.

Fittingly the Coney Island float comes first in illustration to-day. The design presents a mammoth lobster, "the sweetest flower that blooms" in the estimation of most visitors to Coney. At the rear of the float, under a canopy of the upper and seated in the lower half of the shell of a clam, are two little girls in blue, and these, assisted by a chorus of six other little girls in blue, their floral adornments and those of the float itself being bluebells, violets, larkspurs, forget-me-nots and other blue flowers, will sing the song "Two Little Girls in Blue." Some people might have suggested "The Lobster Is the Wise Guy All the Time," but the designers chose the "Two Little Girls" MORE FLOATS THIS YEAR THAN AT FORMER CARNIVALS.

There will be two more floats in the pageant than in any former year, besides the largest and finest display ever presented in the industrial division, which will be under the direction of Chairman S. Guggenheim, who has already received applications for places in the parade from a greater number of business houses than ever shown in any former Mardi Gras. As more than two million people visit Coney Island and view the carnival display every year, business men look upon its industrial parade as a fine way to introduce their wares to the public.

Mr. Guggenheim also has the children's pony and pony cart division as his special charge, and there will be a fine series of gold, silver and bronze

The "Two Little Girls in Blue" Float To Be Seen in Coney's Coming Carnival



MARJORIE GEARY ONE "JERRY"

medals and other prizes for the young equestrians and equestriennes to compete for, including something special to be got with the \$5 which President Jackson has donated for the purpose because of his love for the "tadpole."

But the pony show is not all that is to be done for the children. Saturday, the last day of the Carnival, will be an especial "Children's Day." The night pageant will become an afternoon parade, with all the floats and ponies and the 500 clowns and other comical characters, right out of Mother Goose and the Arabian Nights, in the character and comic section, among whom will be distributed the gold cash prizes on that day in sums ranging from \$5 down to make sure of their appearance.

POLICE AND HOSPITAL SERVICE IN GOOD HANDS.

Capt. Murphy, who has put new stiffening in the backs of the police since his advent as the commander at Coney Island, is perfecting arrangements for the complete protection of the vast carnival crowds.

Dr. Sutton of the White Cross Hospital has arranged for a systematic ambulance service, together with immediate medical attendance to any person, young or old, to whom some accident may happen in the crush, or who may faint or suffer any sort of attack of illness. There will be stations every 200 feet along Surf avenue during the presence of the big crowds, with a doctor at each, and there will be complete telephone connection between the stations and the West Cross Hospital in the field, the location of which has not yet been decided upon.

Ex-Shah in Full Fright.

TEHRAN, Aug. 15.—Mohammed Ali Mirza, the ex-Shah, is reported to be in full flight after a crushing defeat of his forces by Government troops north of Firuzkud.

Suits from \$25 to \$27.50 on Sale at \$14.00

At such prices I lose on the clothes all right—but if I widen the reputation of my values and make customers for another season—I'm satisfied.

MOE LEVY
(My Only Store)
119-125 WALKER ST., NEW YORK

CITY'S SEA BATH OPEN TO WOMEN NEXT SATURDAY

Effective Arrangements All Along the Line to Prevent Annoyance of Patrons.

Ladies, attention! Saturday morning at 8 o'clock the Municipal Bath at Coney Island will be at your disposal. How to get there? That is easy. Take any of the trolley or elevated lines running to the island and there you are. Superintendent Woody, who is in charge of the bathing pavilion, has arranged for the accommodation of the women so that no one need feel embarrassed. Just go down to the bath house with your towels and bathing suit, pay the 10 cents required and get a locker. It is steel lined and nobody will interfere. If any person essays to make trouble, call any of the uniformed guards and the trespasser will be thrown out of the lines forthwith.

Superintendent Woody will also be on the job. His presence guarantees absolute security. He has studied out the whole situation and is prepared to act—and act, too, in a manner that will be effective. In addition there will be policemen mounted and from. They will take charge of things, too.

Last Sunday 30,000 persons took the ocean bath at the city bath house. It is the aim of The Evening World, which newspaper created the present institution, to see 50,000 persons daily making advantage of the city's bathing pavilion at Coney Island.

NEW REASON WHY WILSON FIGHTS A PRISON TERM.

Christopher Columbus Wilson, head of the United Wireless Telegraph Company, who is making a "last ditch" fight against the sentence to a three-year term in Atlanta Penitentiary, for fraudulent use of the mails, has an added incentive. It was learned to-day, for his fight in the presence of a Christopher Columbus Wilson Jr., who appeared on the scene ten weeks ago. Wilson is seventy-three years old, and he married his nineteen-year-old stenographer on Aug. 8, 1910, within two hours after he had been indicted. He was convicted last May, and the verdict was recently upheld by the United States Circuit Court of Appeals.

The Home Doctor

Dyspepsia and Nausea

Take one pound of prunes, one-quarter pound of raisins, three tablespoons of sugar, boil in sufficient water to obtain one quart of syrup; cool and mix with an equal amount of Duffy's pure malt whiskey. This simple formula, originally prescribed by Dr. F. J. Klussman of Toledo, Ohio, will prove very efficient in cases of deranged stomach, dyspepsia or nausea and will require no additional drug or flavor—Advt.

WILL RECOMMEND IT WITHOUT ANY RESERVE.

Remarkable Timekeeper.

Mr. P. J. Tuckey, of Bartow, City Island, New York, says: "The Watch purchased from Charles A. Keene, 180 Broadway, New York City, on January 21, 1909, is a remarkable timekeeper. It does not vary three seconds in a month. It is perfectly satisfactory and I consider it better than any other American watch I ever owned. Will certainly recommend Mr. Keene's Watches."

George W. Leslie Dead.

George W. Leslie, well known comedian, is dead at the Algonquin Hotel, of cancer of the stomach. He had passed the greater part of his forty-eight years on the stage, having appeared in many of New York's larger productions. He will be buried under the direction of the Lamb Club, of which he was a member, at 11 o'clock to-morrow from Campbell's Chapel in West Twenty-third street. He was removed to the Flower Hospital when first taken ill but was later taken to the apartment of Frederic Thompson in the Algonquin. His last engagement was with the Aborn Opera Company.

Dine in Our Popular Price Restaurant on the 8th Floor

32 Years Leaders of Fashion Simpson Crawford Co. SIXTH AVE. 19TH TO 20TH STREET. NEW YORK

Women's Smart New Fall Dresses At \$16.50 Beautifully Fashioned from Chiffons Taffetas & Messalines in Dainty Styles

Such Models Are Usually Sold at \$23.50 or \$25.00. We have assembled the Cleverest and Latest Styles for the Coming Season and Invite Your Inspection

THOSE making their annual pilgrimage to the metropolis as well as the many who are returning from their sojourns in the country and are stopping here, prior to their returning to the various States, will find it advantageous to view our magnificent New Fall styles. The attractiveness of our prices is eloquently expressed in the New Fall dresses of Chiffon Taffetas and Messaline, one of which we illustrate. The model is decidedly different and very effective. It is a one-piece dress, though the box plaited bodice of the waist suggests two pieces. It opens in the front and is trimmed with loops and buttons and has the three-quarter length sleeves. The waist line is high (conforming to the latest Paris style) and the box plaited ruffle on the skirt is very effective. The neck is round, trimmed with pretty lace collar and finished with fancy silk bow in contrasting color. The colors are correct and include Aeroplane, Bleu de Saxe, Matelot, Royal Purple and Black.

Women's Fall Tailored Suits at \$25

In an assortment that ranks foremost in New York. SIMPSON CRAWFORD'S tailored suits are famous throughout the entire country. This is due to their distinguished style, correctness of materials and superiority of making. Our service in this particular enables you to obtain here just such quality as you would have to pay \$30 to \$35 elsewhere. Strictly tailored or trimmed models of broadcloth, chevrons, serges, mannish or novelty weaves, in all the new colorings and black. All sizes from 32-inch bust up to 33 in.

Parasols Reduced
\$1.00 For Parasols That Were Priced at \$2.00 to \$6.00

PURE silk; all colors. Flowered all-over silks, with different color ribbons; black and white striped pongees, with or without colored silk lining; black and white checks, and many other combinations. Beautiful handles, many with carved animal heads.

Parasols that were priced up to \$2.00 on sale to-morrow at 50c

SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE

Muslin Underwear

Corset Covers, Special, 50c—Fine nainsook, trimmed with wide embroidery insertion, modulations, laces and wash ribbons.

75c Drawers, Special, 50c—Fine cambric or nainsook, in circular, garter or umbrella ruffle styles.

1.25 French Drawers, 79c—French percale, deep ruffle, hand embroidered and hand scalloped edge.

Princess Slips, 1.98—Fine white lawn, with insertions and edge of tulle lace and ribbon; also in pink, blue, corn and white, with tucked sectional blouse and embroidered ruffle.

75c and \$1.00 Silk Crepe Chiffons and Liberty Silks at 39c a Yard
5,000 Yards in All—A Great Importer's En in Stock of Sample Pieces

NOTE:—We particularly direct the attention of dress-makers, theatrical costumers, milliners and home sewers to this unusual offering.

Think of it, just before the start of a season, when there will be a tremendous demand for Liberty Silks and Chiffons, we offer these goods at half and less.

Fashion loudly calls for Chiffon Princess Slips, Chiffon Tunics, Chiffon Draperies, Chiffon Blouses, Chiffon Motor Hoods and Chiffon Scarfs.

Every piece is fresh, new and perfect. Lustrous Liberty Silks, Soft Crepe Chiffons, in emerald green, white, light blue, pink, cream, black, navy, lavender, Nile green, etc.

\$1.50 to \$2.50 Printed Novelty Chiffons, yd., 59c

We obtained these sample pieces from the same noted importer—dainty printed novelty double-width Chiffon Cloths, in fancy figured, floral and dotted effects. Black and white combinations, now so favored; also in shades new in demand for evening gowns, blouses, draperies for embroidered ruffle.

Men's Suits, \$10.85
Reduced from \$18, \$20, \$25 and \$30—Final Clearance

NO reservations. The word has gone forth. Every Suit has been reduced and must be speedily sold.

If You Want a Fine Suit at Less Than You Ever Paid Before, Here Is Your Chance.

No uncertain or half-way method when a clearance Time Comes at Simpson Crawford's. Clearance is the word. Cost, value or profit are forgotten. We want the merchandise sold, and sold quickly. The wise man will buy now.

Every Suit bears the imprint of up-to-date designing and skillful tailoring, and styles to meet every one's desires. Priestley mohair suits, half lined with silk, 2 and 3 piece suits of crasses, homespun, handsome tweeds, chevrons and worsteds.

All Our Men's Suits, 30c.

Franklin Simon & Co.

Fifth Avenue—37th and 38th Sts.

Final Closing Sale

THURSDAY, AUGUST 17
of Summer Apparel

- | | |
|---|-------|
| 126 Women's Summer Gowns
Of striped voile, Dresden tissue or marquisette.
Heretofore \$18.50 to \$29.50 | 7.50 |
| 56 Women's Coats
Dressy Street and Evening Coats of black satin or silk chiffon, Marabou trimmed; also Pongee silk traveling coats.
Heretofore \$29.50 to \$39.50 | 10.00 |
| 45 Tennis and Polo Blazers
For women and misses. Mannish Blazer Coats in all college colors.
Heretofore \$8.75 | 5.75 |
| 93 White Cordeline Skirts
Burton front model for women and misses. Lengths 34 to 42.
Heretofore \$4.75 to \$7.50 | 2.45 |
| 45 Silk Bathing Suits
For women and misses, of navy or black messaline, silk trimming.
Heretofore \$4.95 | 1.95 |
| 87 Silk Bathing Suits
For women and misses, of navy or black messaline, polka dot trimming.
Heretofore \$8.95 | 3.95 |

Sunday World Wants Work Monday Morning Wonders

We Have On Sale in Conjunction with a Very Complete Showing of Handsome Autumn Millinery

A fine collection of Velour, Felt and Velvet Untrimmed Hats, in largest dress shapes and swellest outing shapes.

Splendid Display of Pure White Finest Felt Soft Shapes

Also colors, such as lilac, pink, coronation purple, new green, etc. Prices range from

'1.65 to '4.98

Exclusive styles in Paris-Made Feather Hats and Turbans

Entirely new in form and finish; always different from the general run of hats, and in extremely good taste. Prices range from

'5.95 to '11.75

Our Model Hats for the Trade

Are shown in our Second Floor Millinery Parlors on request. Out of town merchants will find it greatly to their advantage to inspect these Hats.

SIMPSON CRAWFORD CO., Sixth Avenue's Foremost Store

Misses' Fall \$18.75 Suits at . . . 18

SIMPSON CRAWFORD Company are now showing many notable advance styles in Misses' Fall Suits.

Those at \$18.75 are in strictly tailored models, fashioned from diagonal cheviot, in clever two-tone effects. The straight coat, 30-inch in length, has new shaped notch collar and revers; handsomely lined throughout with guaranteed satin. Girdle skirt has panel back and front and inverted plait on side. For Misses 14 to 18 years. Specialty shops would ask \$25.00.

Other Fall Suits for Misses, exclusive in design, range in price up to \$45.00.

SIMPSON CRAWFORD CO., Sixth Avenue's Foremost Store

Kid Gloves for Women

In Styles That Will Be Most Worn Next Fall, and at Prices 25 Per Cent. to 33 1-3 Less Than Those Usually Asked.

WOMEN passing through New York on their way to their homes in distant parts of the United States will find it to their advantage to attend this sale. They will be able to buy fine kid gloves at a great deal less than they will have to pay in their own home towns next Fall.

It will be observed that the prices asked are uncommonly low—this is due to the fact that a certain trade condition made it imperative for the manufacturer (one of the largest in the United States) to acquire a considerable sum of money at once. This compelled him to literally sacrifice the Gloves.

The Gloves will be on sale to-morrow—store opening hour, 8.30. Choose from:

Elbow Length Glove Gloves In Black or White: 16-Button Length Mousquetaire style. Regularly \$2.50	This Sale \$1.79
Black or White Glove, pique and overseam short. Gloves for long coat sleeves; regular values \$1.25 and \$1.50, at...	85c
Women's Short Silk Gloves. Colors only; value 50c.	35c
Women's Long Silk Gloves. For short sleeves; colors only. value \$1.00, at	48c
Women's Elbow Length Gloves. white lisle; value 50c, at	35c
Women's Elbow Length Black Silk Gloves. The usual price is \$1.00, at	59c

COOLEST RESTAURANT IN TOWN, 8TH FLOOR Simpson Crawford Co. SIXTH AVE. 19TH TO 20TH STREET. NEW YORK

PIANOS

The Mid-Summer Sale

This Important Sale Continues Thursday, Friday and up to Saturday noon.

While we have a rather limited number of these used Piano bargains, they make up for what they lack in numbers by being of the most excellent quality; so much so in fact that we fully guarantee any of them for 10 years.

Special terms. No money down. 30 days' free trial in your own home. After thoroughly satisfying yourself as to the merits of the instrument selected, begin payments as low as ONLY \$1.00 A WEEK.

Among those present for tomorrow's occasion are notably:

A group of four excellent Uprights:

- 1 Billings Upright
- 1 Bradford Upright
- 1 McEwen Upright
- 1 Sturz Bros. Upright

Choice at **\$75**

Please do not get the idea that these are in fine mahogany cases and like new, for they are not, but they are serviceable and sweet toned and will last a generation.

Then, there is a fine Melbin Upright for \$135; a piano that originally cost over \$400. This instrument has several special features and is a great bargain.

A Particularly Fine Sohmer Upright for \$185

Cost when new about \$450; the tone is beautiful. Large chromed case. These few items will give an idea of what the other 50 pianos are like, and don't forget that we are also running the

Auerbach Piano Club

Giving you a \$550.00 value for \$250.00.

No interest, no extras; 30 days' free trial in your own home. Then, payments as low as \$1.00 a week.

SIMPSON CRAWFORD CO., 6th Ave., 19th to 20th Sts.

Simpson Crawford Co., 6th Ave., 19th to 20th St., New York City